Amendments to the Claims

1. (Previously Presented) A weather-based decision system for providing business recommendations based on a set of weather driven demand data, comprising:

a confidence level filter configured to assign a first confidence level to data within the set of weather driven demand data based on a probability that a weather element forecast is accurate and a second confidence level to said data within the set of the weather driven demand data based on a strength of a correlation between a product or service being considered and one or more weather elements;

an opportunity matrix filter coupled to said confidence level filter and configured to assign an opportunity level to said data within the set of weather driven demand data based upon said first confidence level and said second confidence level;

a weather decision point generator coupled to said opportunity matrix filter and configured to identify a weather driven demand data point of said data within the set of the weather driven demand data as a weather decision point;

a business rule recommendation engine coupled to said weather decision point generator and configured to provide a business recommendation; and

a business rules knowledge database coupled to said business rule recommendation engine and configured to contain business rules;

wherein the weather driven demand data indicates how a business activity is influenced by said one or more weather elements.

2. (Previously Presented) The weather-based decision system of claim 1, further comprising a graphical user interface configured to display the weather driven demand data, said weather decision points, and said business recommendation.

3. (Previously Presented) The weather-based decision system of claim 1, further comprising an external database interface configured to access one or more external databases.

4. (Canceled)

5. (Canceled)

6. (Previously Presented) The weather-based decision system of claim 1, wherein said weather decision point generator is configured to identify said weather decision point by examining said first confidence level, said weather element forecast, and said opportunity level for said weather driven demand data point.

7. (Currently Amended) A method of generating a business recommendation for a business activity based on one or more weather elements, comprising:

(a) receiving weather driven demand data for a set of time periods;

(b) assigning ~~weather-element relationship~~ a first confidence ~~levels for~~ level to the weather driven demand ~~data;~~ data based on a strength of a correlation between a product or service being considered and the one or more weather elements;

(c) assigning ~~weather element forecast~~ a second confidence ~~levels for the one or more weather elements;~~ level to the weather driven demand data based on a probability that a weather element forecast is accurate;

(d) assigning an opportunity ~~measures to data points within~~ level to the weather driven demand ~~data;~~ data based upon the first confidence level and the second confidence level;

(e) identifying a weather driven demand data point of the set of the weather driven demand data as a weather decision point based on the ~~weather element relationship~~ first confidence ~~levels~~ level, the ~~weather element forecast~~ second confidence ~~levels~~ level, and the opportunity ~~measures~~ level associated with the weather driven demand data point; and

(f) applying business weather rules to the weather decision point identified in step (e), thereby generating the business recommendation;

wherein the weather driven demand data indicates how the business activity is influenced by the one or more weather elements.

8. (Canceled)

9. (Canceled)

10. (Previously Presented) The weather-based decision system of claim 1, wherein said probability is based on a relationship between the weather element forecast and at least one weather element prediction.

11. (Previously Presented) The weather-based decision system of claim 10, wherein said at least one weather element prediction is based upon trends in weather element measurements.

12. (Previously Presented) The method of claim 7, wherein step (a) comprises:

receiving a plurality of weather element relationships for the business activity.

13. (Currently Amended) The method of claim 7, further comprising:

(g) assigning the ~~weather element relationship~~ first confidence ~~levels~~ level by a geographic location for the weather driven demand data, wherein step (e) further comprises using the ~~weather element relationship~~ first confidence ~~levels~~ level to identify the weather decision point.

14. (Currently Amended) The method of claim 7, further comprising:

(g) assigning the ~~weather element relationship~~ first confidence ~~levels~~ level by a time period for the weather driven demand data, wherein step (e) comprises using the weather ~~weather element relationship~~ first confidence ~~levels~~ level to identify the weather decision point.

15. (Currently Amended) The method of claim 7, further comprising:

(g) assigning the ~~weather element forecast~~ second confidence ~~levels~~ level by a geographic location, wherein step (e) comprises using the ~~weather element forecast~~ second confidence ~~levels~~ level to identify the weather decision point.

16. (Currently Amended) The method of claim 7, further comprising:

(g) assigning the ~~weather element forecast~~ second confidence ~~levels~~ level by a time period, wherein step (e) further comprises using the ~~weather element forecast~~ second confidence ~~levels~~ level to identify the weather decision point.

17. (Currently Amended) The method of claim 7, wherein step (e) further comprises using opportunity matrix rules generated from historical business activity results that were influenced by the one or more weather elements to provide ~~said~~ the opportunity ~~measures~~ level.

18. (Canceled)

19. (Currently Amended) The method of claim 7, wherein step (c) further comprises using a relationship between a weather element forecast and at least one weather element prediction to determine the ~~weather element forecast~~ second confidence ~~levels~~ level.

20. (Currently Amended) The method of claim 19, wherein step (c) further comprises using trends in weather element measurements to determine the at least one weather element prediction.

21. (Canceled)

This listing of claims will replace all prior versions, and listings of claims in the application.